



WXYZ

# ORDER

Print Date 11/12/12 Page 1 of 4

Flight Dates **10/17/12-10/23/12**

Contract / Revision      **304355 /**  
Original Date / Revision  
                                  07/11/12    10/31/12  
Advertiser **Citizens Protecting Michigar**

Agency    **Strategic Media Services**  
Buying Contact

**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Product  
**Citizens Protecting Michigan's Con**  
Agency Com    15%  
Billing Contact  
**3299 K Street NW - Suite 200**  
**Washington, DC 20007**

Sales Office    EWSDC  
Sales Region   NAT  
Agency Ref    2

Order Sep            00:20:00  
Estimate #  
Alt Order #  
Billing Type        Cash  
Order Type        GENERAL  
Billing Cycle       EOM/EOC  
Billing Calendar   BROADCAST  
Demographic      A25-54  
Rev Codes          POL            POL            ISS  
Product Codes   PL  
Priority               P-4  
Advertiser Ref

Primary Account Executive  
 Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WADL	%	
WDIV	%	
WDWB	%	
WJBK	%	
WKBD	%	
WLPC	%	
WPXD	%	
WTVS	%	
WWJ	%	

## Order Totals

## Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	75	\$102,552.50	\$120,650.00	0.00	10/01/12	10/23/12	75	\$102,552.50	\$120,650.00
<b>Totals</b>	<b>75</b>	<b>\$102,552.50</b>	<b>\$120,650.00</b>	<b>0.00</b>					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/17/12	10/23/12	Late News M-Su	CM	11-1135pm M-Sun	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
11pm Action News Update															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/15/12	10/21/12	--11111			5		\$2,000.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
4	WXYZ	10/15/12-10/21/12		Late News M-Su		11-1135pm M-Su	--WThFSaSu	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 1.8															
[news is at 1130pm due to college football]															
8	NXYZ	10/20/12-10/20/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00C-----Sa--	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 1.4 10/20															
[Sports Late-Run]															
Week:		10/22/12	10/28/12	11-----			2		\$2,000.00		0.00				



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Contract / Revision **304355** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WXYZ	10/17/12	10/23/12	Late News M-Su 11pm Action News Update	CM	11-1135pm M-Su	1111111	:30	7	\$2,000.00	P-4	0.00	NM	7	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	11-----	2		\$2,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
6	WXYZ	10/22/12-10/28/12		Late News M-Su		11-1135pm M-Su	MT-----	:30		<del>(\$2,000.00)</del>		0.00	NM		
See MG 1.9															
[news is at 11:30pm on Monday, 10/22]															
9	WXYZ	10/22/12-10/22/12		Late News M-Su		11-1135pm M-Su	11:30 PM-12:00M-----	:30		\$2,000.00		0.00	NM		
Ⓜ MG for 1.6 10/22															
[Program Late-Run]															
N 2	WXYZ	10/17/12	10/23/12	5am News M-F 5am News M-F	CM	5-6am M-F	11111--	:30	5	\$400.00	P-4	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$400.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$400.00		0.00						
N 3	WXYZ	10/17/12	10/23/12	6am News M-F Action News 6am	CM	6-7am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$900.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$900.00		0.00						
N 4	WXYZ	10/17/12	10/23/12	GMA M-F 7-9am M-F 7-9am	CM	7-9am M-F	11111--	:30	5	\$900.00	P-3	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$900.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$900.00		0.00						
N 5	WXYZ	10/17/12	10/23/12	M-F 9a-10a M-F 9a-10a	CM	9-10am M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$500.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$500.00		0.00						
N 6	WXYZ	10/17/12	10/23/12	M-F 11a-12n M-F 11a-12n	CM	11am-12pm M-F	11111--	:30	5	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$750.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WXYZ	10/15/12-10/21/12		M-F 11a-12n		11am-12pm M-F	--WThF----	:30		<del>(\$750.00)</del>		0.00	NM		
Credited															
Week:		10/22/12	10/28/12	11-----	2		\$750.00		0.00						
N 7	WXYZ	10/17/12	10/23/12	12p Noon News 12n-1p	CM	12-1pm M-F	11111--	:30	5	\$500.00	P-4	0.00	NM	5	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$500.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$500.00		0.00						
N 8	WXYZ	10/17/12	10/23/12	M-F 4-5pm Dr. Oz	CM	4-5pm M-F	11111--	:30	5	\$900.00	P-4	0.00	NM	5	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--111--	3		\$900.00		0.00						
Week:		10/22/12	10/28/12	11-----	2		\$900.00		0.00						
N 9	WXYZ	10/17/12	10/23/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



WXYZ

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Contract / Revision **304355** Flight Dates **10/17/12-10/23/12**

Hiatus Dates

Original Date / Revision 07/11/12/ 10/31/12

Order Sep 00:20:00

Advertiser **Citizens Protecting Michigan** Product **Citizens Protecting Michigan** Estimate #

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 9	WXYZ	10/17/12	10/23/12	5p News 5-6pm M-F	CM	5-6pm M-F	11111--	:30	5	\$1,000.00	P-4	0.00	NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3			\$1,000.00			0.00			
	Week:	10/22/12	10/28/12	11-----		2			\$1,000.00			0.00			
N 10	WXYZ	10/17/12	10/23/12	6p News 6-630pm M-F	CM	6-630pm M-F	11111--	:30	5	\$1,200.00	P-4	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3			\$1,200.00			0.00			
	Week:	10/22/12	10/28/12	11-----		2			\$1,200.00			0.00			
N 11	WXYZ	10/17/12	10/23/12	7p News M-F 7-730p	CM	7-730pm M-F	11111--	:30	5	\$1,200.00	P-3	0.00	NM	5	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3			\$1,200.00			0.00			
	Week:	10/22/12	10/28/12	11-----		2			\$1,200.00			0.00			
N 12	WXYZ	10/17/12	10/23/12	Access M-F 730-8pm M-F 730-8pm	CM	730-8pm M-F	11111--	:30	5	\$1,800.00	P-4	0.00	NM	4	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3			\$1,800.00			0.00			
	Week:	10/22/12	10/28/12	11-----		2			\$1,800.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	WXYZ	10/22/12-10/28/12	Access M-F 730-8pm		730-8pm M-F	MT-----	:30		<del>(\$1,800.00)</del>		0.00	NM		
	Credited														
N 13	WXYZ	10/17/12	10/23/12	M-F 1135p-1205a Nightline	CM	1135pm-1205am M	11111--	:30	5	\$750.00	P-4	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	--111--		3			\$750.00			0.00			
	Week:	10/22/12	10/28/12	11-----		2			\$750.00			0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	4	WXYZ	10/22/12-10/28/12	M-F 1135p-1205a		1135pm-1205am	MT-----	:30		<del>(\$750.00)</del>		0.00	NM		
	Credited														
N 14	WXYZ	10/22/12	10/22/12	Lions Pre Game Show Lions PreGame Show	CM	6-830p (7:00 PM-8:00 PM)	M-----	:30	1	\$5,000.00	P-3	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1			\$5,000.00			0.00			
N 15	WXYZ	10/22/12	10/22/12	Detroit Lions Football Detroit Lions Football	CM	830-1130p	M-----	:30	1	\$30,000.00	P-2	0.00	NM	1	\$30,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/22/12	10/28/12	M-----		1			\$30,000.00			0.00			
N 16	WXYZ	10/18/12	10/18/12	Thursday Prime B Thursday Prime B	CM	9-10pm Thursday	---T---	:30	1	\$10,000.00	P-3	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	---T---		1			\$10,000.00			0.00			
N 17	WXYZ	10/20/12	10/20/12	GMA SAT 7-8am GMA SAT 7-8am	CM	SAT 7-8am	-----S-	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		1			\$350.00			0.00			
N 18	WXYZ	10/20/12	10/20/12	ABC College Ftbl 330-7p ABC's Clge Ftbl 330-7pm	CM	330-7pm	-----S-	:30	2	\$2,500.00	P-4	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/15/12	10/21/12	-----S-		2			\$2,500.00			0.00			
N 19	WXYZ	10/20/12	10/20/12		CM	7-8pm Sat		:30	1	\$1,000.00	P-3	0.00	NM	1	\$1,000.00

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Access Saturday			-----S-									
				Sat 7-8pm												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1		\$1,000.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>			<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	WXYZ	10/15/12-10/21/12	Access Saturday			7-8pm Sat	-----Sa--	:30		<del>(\$1,000.00)</del>		0.00	NM			
See MG 19.2																
[News will air 7-8pm Sat 10/6 and 10/20]																
2	WXYZ	10/20/12-10/20/12	Early News Sa 7p (Foll Sport:7pm Sat				-----Sa--	:30		\$1,000.00		0.00	NM			
Ⓜ MG for 19.1 10/20																
N20	WXYZ	10/20/12	10/20/12	ABC Saturday Night Foot	CM	SA 8pm-1130pm	-----S-	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00	
				ABC's Saturday Night Foc		(8:00 PM-11:00 PM)										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S-		1		\$3,000.00		0.00						
N21	WXYZ	10/21/12	10/21/12	Action News SUN 8am	CM	Sun 8-930am	-----S	:30	1	\$350.00	P-4	0.00	NM	1	\$350.00	
				Action News SUN 8am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S		1		\$350.00		0.00						
N22	WXYZ	10/21/12	10/21/12	Spotlight SUN 930am	CM	Sun 930-10am	-----S	:30	1	\$500.00	P-4	0.00	NM	1	\$500.00	
				Spotlight SUN 930am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S		1		\$500.00		0.00						
N23	WXYZ	10/21/12	10/21/12	Early News Su	CM	6-630pm Sun	-----S	:30	1	\$750.00	P-4	0.00	NM	1	\$750.00	
				Su 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	-----S		1		\$750.00		0.00						
														Totals	75	\$120,650.00